

ITEM 7
BILL 69 (2013)

From: Mark Brasher [markbrasher@gmail.com]

Sent: Wednesday, April 16, 2014 8:52 PM

To: Anderson, Ikaika

Subject: Bill 69 testimony

TO: Members of the Budget Committee

FROM: Dr. Mark Brasher, registered voter from District 3

RE: BILL 69 regarding selling advertising on the outside of Buses

Please accept this testimony for your consideration.

Having grown up in Hawaii, then studied on the mainland and abroad, one thing I have always noticed when returning home, is the lack of advertising plastered across buses, billboards and any surface, stationary or moving.

It is difficult to exaggerate the contrast between being constantly bombarded with advertising everywhere, all the time, and how much more beautiful our environment is because of the wise and long-sighted decisions of lawmakers.

It is always difficult to meet budgetary demands and it has always required a certain restraint and even sacrifice on our parts not to give in to raising money through plastering surfaces with commercial advertising. But every place that has bus exterior advertising also has billboards, unlimited signage sizes, and the experience of visitors is the same as advertisers compete against each other to capture your attention with ever brighter and more obnoxious images and slogans. Do not start Honolulu down the path toward this nightmare of advertising everywhere all the time.

Please make the bold and caring decision: do not allow advertising on the outside of buses. Preserve the beauty of our outdoor environment. For us, for our children, for our grandchildren: please keep buses free of outside advertising.

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